



A Very Short, Fairly Interesting and Reasonably Cheap Book About Studying Strategy

By Chris Carter, Stewart R. Clegg, Martin Kornberger

SAGE Publications Ltd. Paperback. Book Condition: new. BRAND NEW, A Very Short, Fairly Interesting and Reasonably Cheap Book About Studying Strategy, Chris Carter, Stewart R. Clegg, Martin Kornberger, "I love this book.it is novel, punchy and extremely well written. It takes the pomposity out of strategic management, showing that strategy is everywhere and can really help with the complicated jargon. A great read, buy it!". (Cary L. Cooper, Professor of Organizational Psychology and Health Lancaster University Management School). "If strategy is the queen of business, then this book offers us the perfect introduction to her court! It is accessible, lively, and informative. The book repays the reader with wonderful account of how strategy works. It also lets the reader in on some of the darker secrets of strategy". (Andre Spicer, Associate Professor of Organisation Studies, Warwick Business School). Readers searching for an antidote to heavy-going, complex and lengthy textbooks need look no longer. "A Very Short, Fairly Interesting and Reasonably Cheap Book about Studying Strategy" is a welcoming, lively and thought provoking account of strategy. It will help students get to grips with strategy's key issues and broad debates and introduce them to the latest ideas that won't yet have...



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